

# JUSTIN GARCIA

## Senior Design Coordinator

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### Experience

#### Senior Design Coordinator

*California School Employees Association* | Oct 2021 - Present

- Manage on-demand graphic design projects from inception to completion, ensuring seamless customer hand-off.
- Lead organizational rebranding efforts, including the creation of comprehensive brand guidelines.
- Oversee a team of three graphic designers by managing art direction, assigning tasks, and coordinating project workflows to meet timelines and budgets.
- Remain hands-on with designing and executing critical projects to ensure high-quality outcomes aligned with organizational goals.
- Build and maintain strong relationships with internal and external stakeholders, including vendors, while managing timelines, budgets, and deliverables.
- Ensure brand consistency through the development of templates, thorough reviews of materials, and adherence to established guidelines.
- Lead and execute design campaigns from concept through final delivery, ensuring alignment with brand goals and deadlines.
- Manage and lead executive-level meetings.

#### Multimedia/Design Specialist

*California School Employees Association* | Apr 2014 - 2021

- Created both website and social media graphics.
- Designed thematic PowerPoint templates for various events, trainings, conferences and presentations.
- Designed, printed, cut and mounted all print media (posters, large signage, banners, brochures, programs, flyers).
- Created logos and promotional materials for conferences and training events.
- Assisted videographer by creating various animated graphics.
- Helped direct photo shoots and sized/color corrected photos.

#### San Jose State University

*B.S. in Advertising & Academic Focus in Graphic Design* | Aug 2012 - Dec 2013

#### Relevant Coursework

- **HTML/CSS: Introduction**  
*Bay Area Video Coalition* | June 2015
- **UI/UX Design: Introduction**  
*Mission Community College* | May 2016

### Education

#### Programs

- Photoshop
- Illustrator
- InDesign
- After Effects
- HTML/CSS
- Figma
- Miro
- WordPress
- Excel
- PowerPoint
- Zendesk

#### Skills

- Leadership
- Project management
- Brand development
- Web front-end design
- Campaign creation
- Time management
- Collaboration
- Animation
- Print production
- Presentation development
- Vendor relations
- Typography and layout design

#### References

**Frank Polito**

Retired Director of  
Communications for CSEA

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